

REMARKS

Claims 21-65 are pending and have been filed to replace original claims 1-20. In addition, the paragraph [0051] of the specification has been amended to overcome the ambiguity forming the basis of the drawing objection.

Reconsideration of the application is respectfully requested for the following reasons.

In the Office Action, the Examiner rejected claims 1-20 under 35 U.S.C. § 102(e) for being anticipated by the Morey application. These claims have been canceled in favor of new claims 21-65. Applicants respectfully submit that these claims are patentably distinguishable from the Morey application.

Claim 21 recites a method for displaying visual information. This method includes receiving a digital signal including channel data and product information containing at least one URL, and "controlling a screen to simultaneously display the channel data and URL." (Emphasis added) The Morey patent does not disclose this controlling step.

The Morey application covers a system and method which displays a graphical digital number over program information on a TV screen. This is accomplished by receiving a digital broadcast signal which includes program information and a link which includes an Internet address corresponding to a product. (See paragraph [0041] with reference to Figure 3.) Once this information is received, a controller 11 displays a selectable digital number over the program information shown on the screen:

In reference to Figure 5A. user is watching a program 501 provided through an A/V source, such as TV, DVD, VCR, Cable, Satellite, or other A/V device 1. The user is interested in viewing available Internet links on the program. The user depresses the Links button 23 on the Remote Control device 15. Upon pressing the Links button 23, all available Internet

links are displayed as numeric digital overlays on the TV screen 502, 503, 504, as illustrated in Figure 5B. The user selects the link ... while program continues without interruption. (See paragraph [0052])(Emphasis added).

From the above, it is clear that the Morey system simultaneously displays a link over program information on a TV screen. However, unlike the claimed invention, the Morey application does not disclose simultaneously displaying a URL and program information on the TV screen. These features are shown, for example, in Figures 6 and 9 where the URLs “http:\\www.lgshopping.com” and “http:\\www.lgsport.com” are displayed with program information.

Because the Morey application does not disclose the controlling step of claim 21, it is respectfully submitted that the Morey application cannot anticipate claim 21. Applicants further submit that these differences are sufficient to render claim 21 and its dependent claims non-obvious and thus patentable over Morey.

Moreover, it is noted that while the claimed invention need not have an advantage over an applied reference in order to establish non-obviousness, the invention of claim 21 certainly has an advantage over the system disclosed in Morey. For example, by displaying the URL directly on the computer screen, a viewer of the TV can instantly determine the manufacturer, or at least the website associated with, the product being shown. If the manufacturer is not of interest to the viewer, the viewer is saved the step of downloading information from the URL. On the other hand, if the manufacturer is of interest to the viewer, then the viewer is assured of receiving a product which matches his or her preferences. The claimed invention, therefore, increases the time and efficiency of product shopping compared with Morey. For at least these reasons, it is respectfully submitted that

claim 21 is non-obvious over the Morey application.

Claim 22 recites that the product is received in a packet which includes “a payload including the URL” and “a header including an identifier which indicates that the packet is carrying product information.” The Morey application does not disclose these features. As shown in Figure 3, the product information displayed by Morey is received through a digital signal which includes program data and link information. However, Morey does not disclose the header identifier and payload contents recited in claim 22. For these additional reasons, it is respectfully submitted that claim 22 is allowable over the Morey application.

Claim 23 recites that the digital signal includes “a time code for synchronizing display of the URL with the channel data.” The Morey application does not disclose these features.

Claim 24 recites that the product information is included “in a service information field of the digital signal.” The Morey application does not disclose these features.

Claim 26 recites “controlling the screen to simultaneously display the URL and a still frame of the channel data.” The Morey application does not disclose these features. Unlike the claimed invention, Morey discloses displaying a digital number associated with a link with a moving A/V image on the television screen. See paragraph [0041], which discloses “allowing the link number to actually move with the corresponding A/V image.” For these additional reasons, it is respectfully submitted that claim 26 is allowable over the Morey application.

Claim 27 recites that the URL is displayed in association with the pointer which points to a product shown in the still frame. The Morey application does not disclose simultaneously displaying a URL over a still frame, and therefore does not disclose the features of claim 27. Claim 28 recites displaying the URL with a product which is

highlighted in the still frame. Morey also fails to disclose these features.

Claims 29-31 recite simultaneously displays the URL with an image which bears a resemblance to a product associated with the URL, where the image includes an icon associated with the product. The Morey application does not disclose these features.

Claim 32 recites displaying a plurality of URLs with the channel data. The Morey application does not disclose these features.

Claim 33 recites that the URLs are displayed in a scrollable list over the channel data. The Morey application does not disclose these features.

Claim 34 recites that the product information includes "a product code which is displayed in association with the URL and channel data." The Morey application does not disclose these features.

Claim 35 recites that "the screen is a screen of a Web-TV." The Morey application does not disclose these features.

Claim 39 recites "controlling the screen to simultaneously display the URL in an intra-coated picture of the channel data." The Morey application does not disclose these features.

Claim 40 is an independent claim reciting a television controller. This controller includes a "section filter which separates the product information from other forms of service data," and "a control circuit which controls the television screen to simultaneously display the channel data and URL." The Morey application does not disclose a section filter and control circuit of this type.

Claims 41-60 recite additional features which patentably distinguish the invention of claim 40 from the Morey application.

Claim 61 recites a controller for a Web-TV. This controller includes a “network interface which receives data streams of program information and product information containing at least one URL,” “a frame composer which forms a item selection video frame for allowing viewer selection of a product associated with the URL,” and “a control circuit which controls a screen to simultaneously display the program information and URL.” In addition to these features, claim 61 recites that the network interface accesses web-page data associated with the selected URL and the control circuit controls the display of the web-page data on the screen. The Morey application does not disclose these features in connection with a Web-TV. Claims 62-65 further define the invention of claim 62 and therefore are also allowable.

Reconsideration and withdrawal of all the objections and rejections is hereby respectfully requested.

In view of the foregoing amendments and remarks, it is respectfully submitted that the application is in condition for allowance. Favorable consideration and prompt allowance of the application is respectfully requested.

Serial No. 09/832,870

To the extent necessary, Applicants petition for an extension of time under 37 CFR § 1.136. Please charge any shortage in fees due in connection with this application to Deposit Account No. 16-0607 and credit any excess fees to the same Deposit Account.

Respectfully submitted,



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